

CBTS CLOUD COVERED

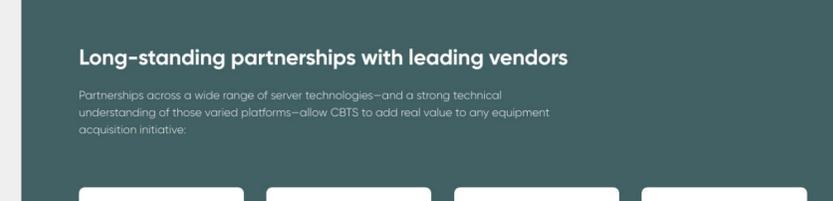
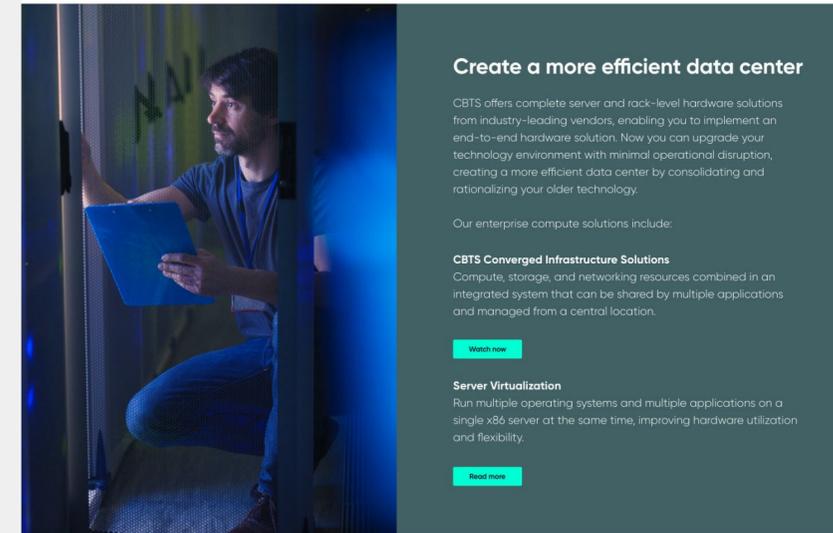
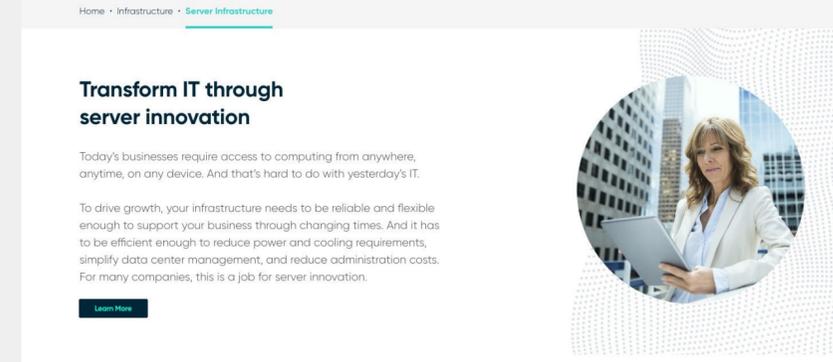


Consult Build Transform Support

Before



After



THE BRIEF

CBTS (Cincinnati Bell Technology Solutions), the service arm of a “Baby Bell”, was an innovative offering hidden within a legacy brand ready to go big. They had two big growth goals: to turn regional heritage and expertise into an international offering and to establish themselves in newer service areas (Cloud, NaaS, SD-WAN). However, their brand was holding them back.

THE SOLUTION

From cloud to communications and beyond, CBTS combines deep technology experience with the expertise of professionals who bring a personal approach to all things cloud. They are the partner you can trust. With this truth, we shaped their brand to echo, wherever the journey takes your enterprise, CBTS has you covered.



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Logo

Cloud, covered.

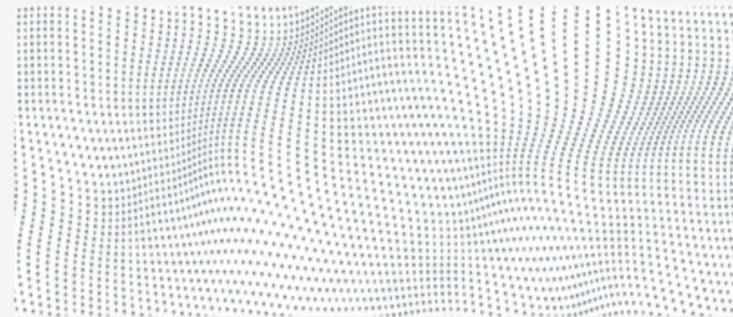
Tagline

Gilroy

Typography



Color



Covered pattern



Photography



Icons



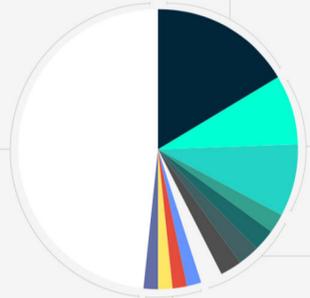
Graphics

Cloud, covered.
Infrastructure, covered.
Hybrid IT, covered.

Tone of voice

Color balance

This is a color wheel. When creating visual materials, please use this as a guide. Use the colors in the clockwise direction, introducing dark blue first when creating branded assets.



White plays a dominant role in our palette and is the foundation for most layouts. Always consider white space when creating any material. Layouts should feel open and approachable.

Dark blue should be introduced first. It provides balance and sophistication to the rest of the palette.

Bright green and green are our primary colors, but they should be used in moderation. Their energy makes them ideal for highlighting the focal point of your creative.

Neutrals are considered secondary. They offer flexibility when paired with our primary and vibrant colors, and work well as backgrounds.

Vibrants add saturation to the brand. They work well with charts, graphs, and illustrations.



Icons

Creating new icons

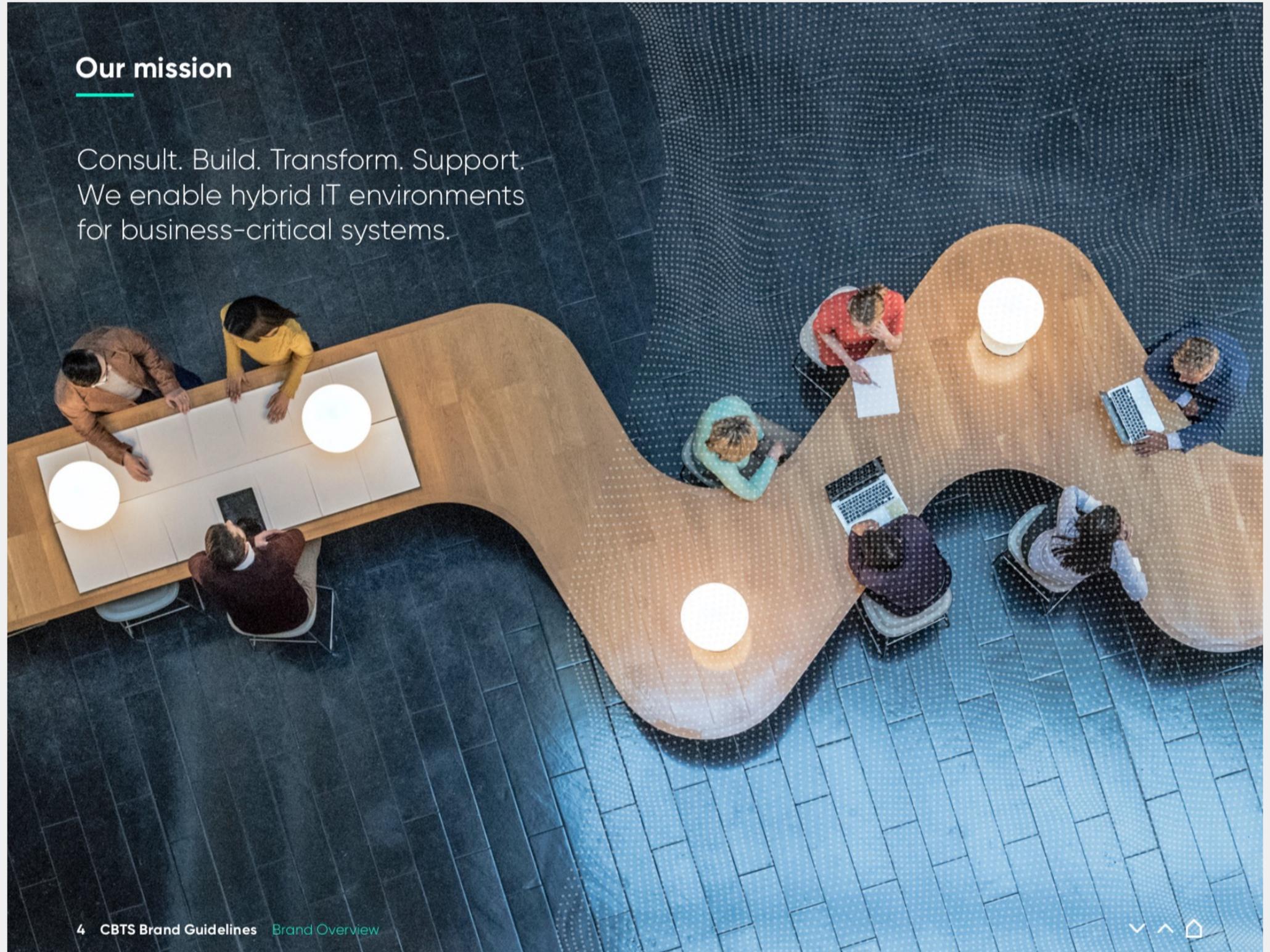
New icons should only be created to serve a clear purpose:

- Communicate our product categories, strategy, and values.
- Enhance navigation.
- Communicate hero product features and benefits.



Our mission

Consult. Build. Transform. Support.
We enable hybrid IT environments
for business-critical systems.





Home • Infrastructure • [Server Infrastructure](#)

Transform IT through server innovation

Today's businesses require access to computing from anywhere, anytime, on any device. And that's hard to do with yesterday's IT.

To drive growth, your infrastructure needs to be reliable and flexible enough to support your business through changing times. And it has to be efficient enough to reduce power and cooling requirements, simplify data center management, and reduce administration costs. For many companies, this is a job for server innovation.

[Learn More](#)



Create a more efficient data center

CBTS offers complete server and rack-level hardware solutions from industry-leading vendors, enabling you to implement an end-to-end hardware solution. Now you can upgrade your technology environment with minimal operational disruption, creating a more efficient data center by consolidating and rationalizing your older technology.

Our enterprise compute solutions include:

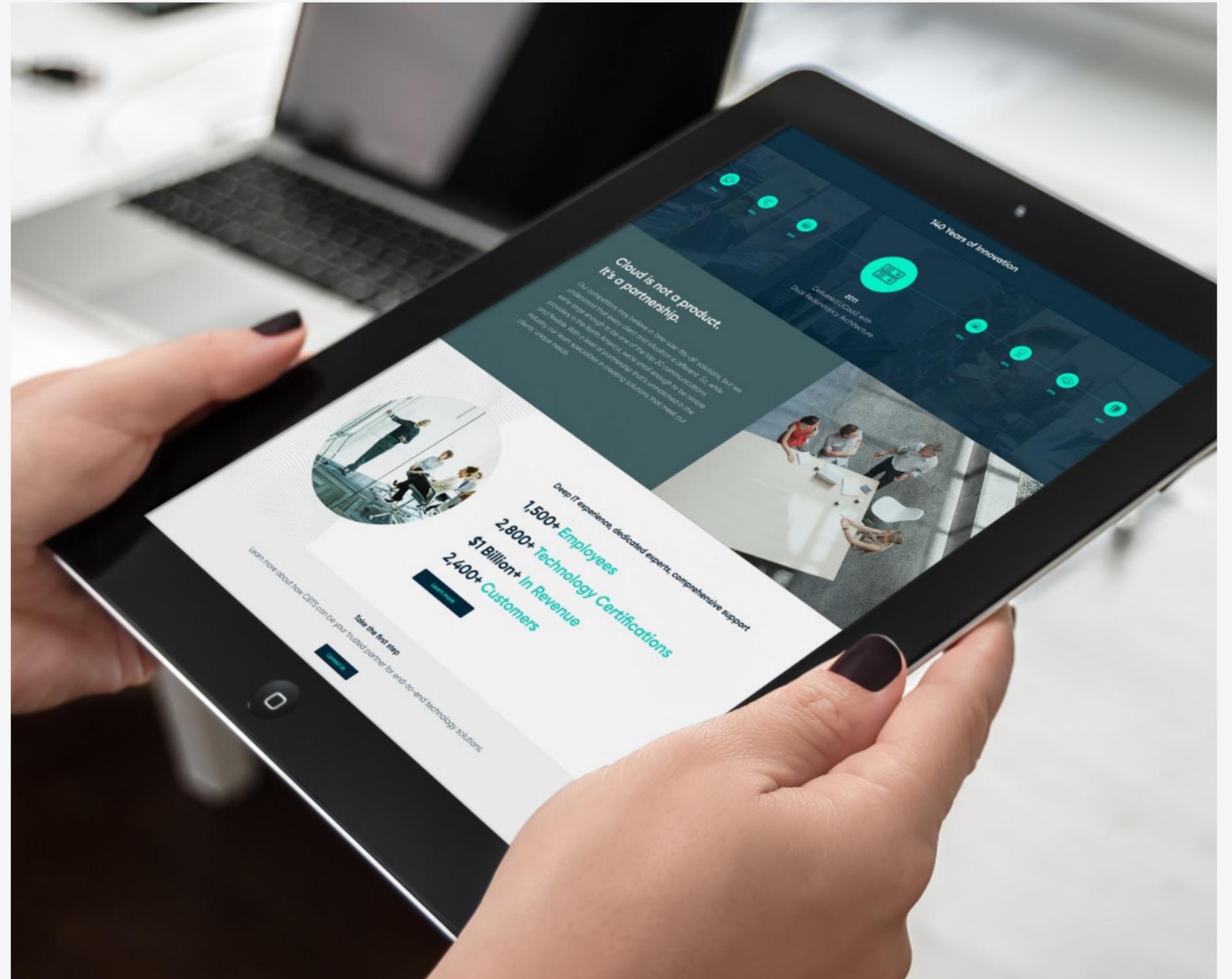
CBTS Converged Infrastructure Solutions

Compute, storage, and networking resources combined in an integrated system that can be shared by multiple applications and managed from a central location.

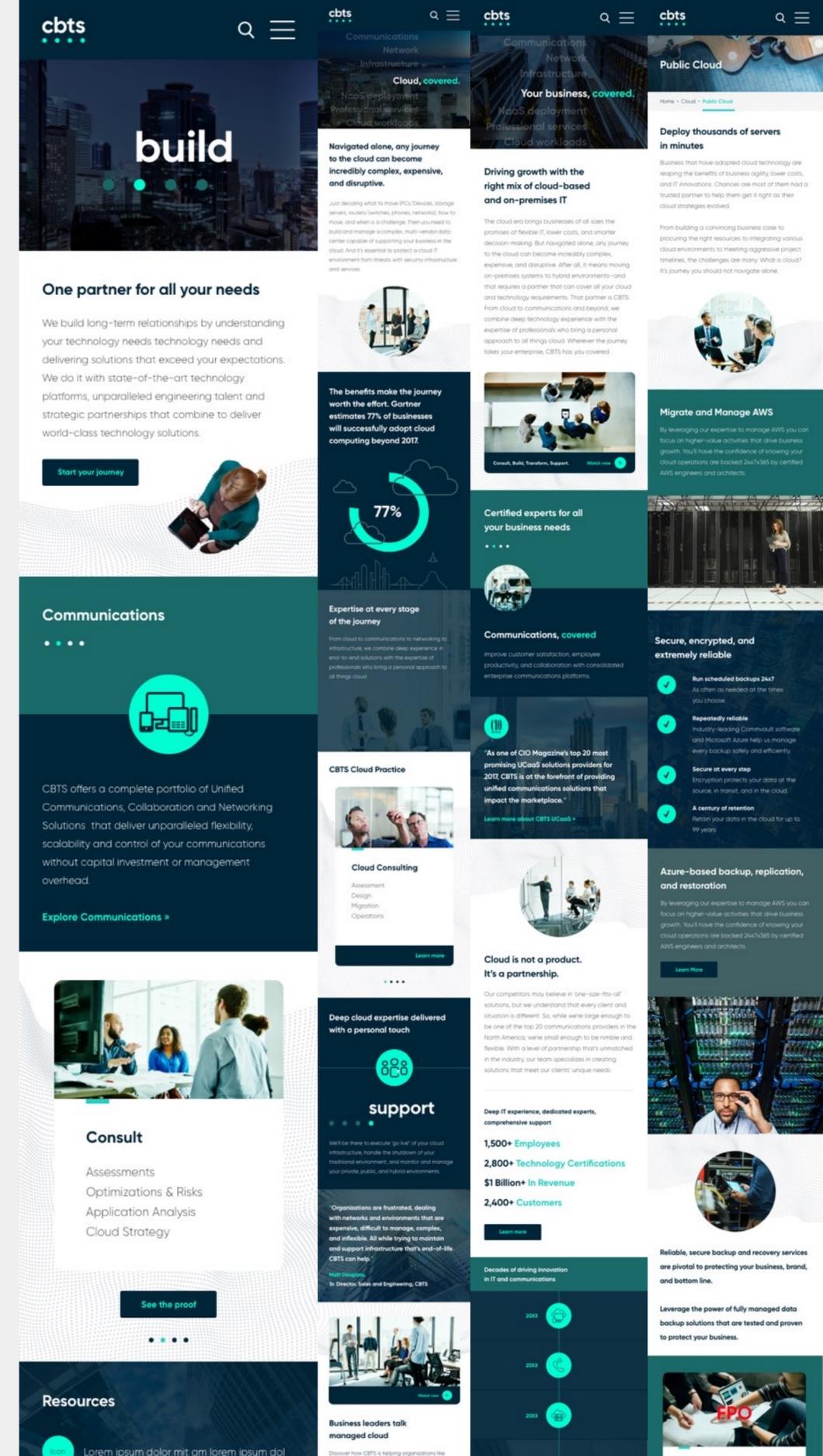
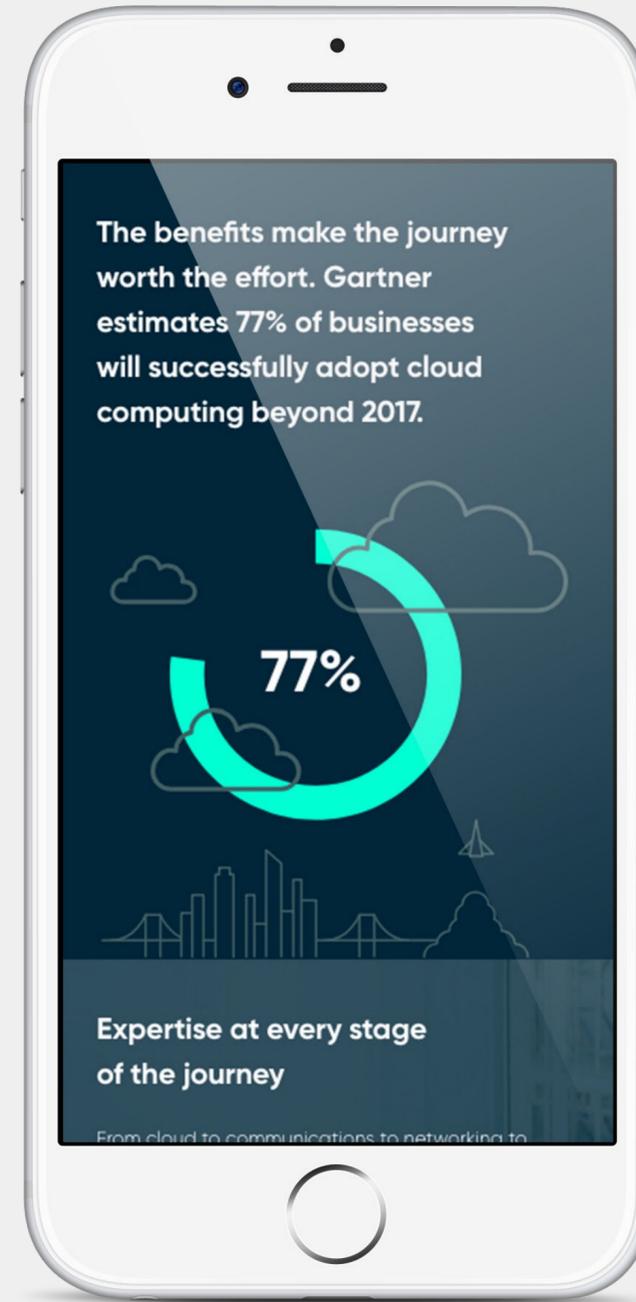
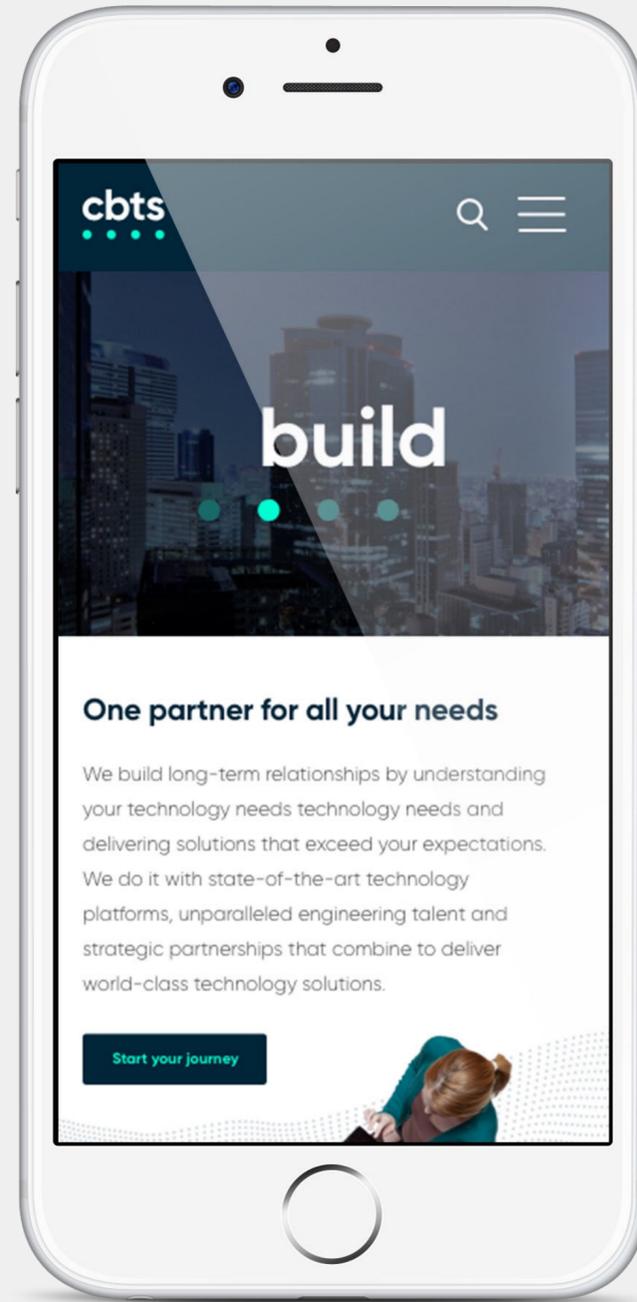
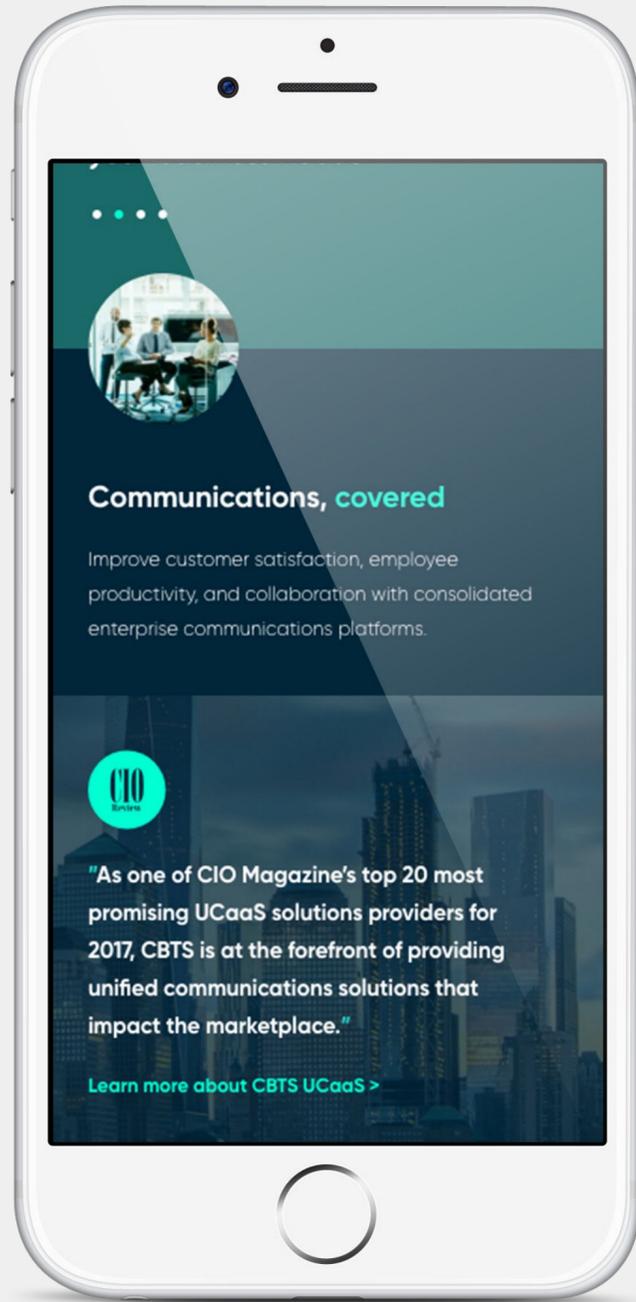
[Watch now](#)

Server Virtualization

Run multiple operating systems and multiple applications on a single x86 server at the same time, improving hardware utilization and flexibility.





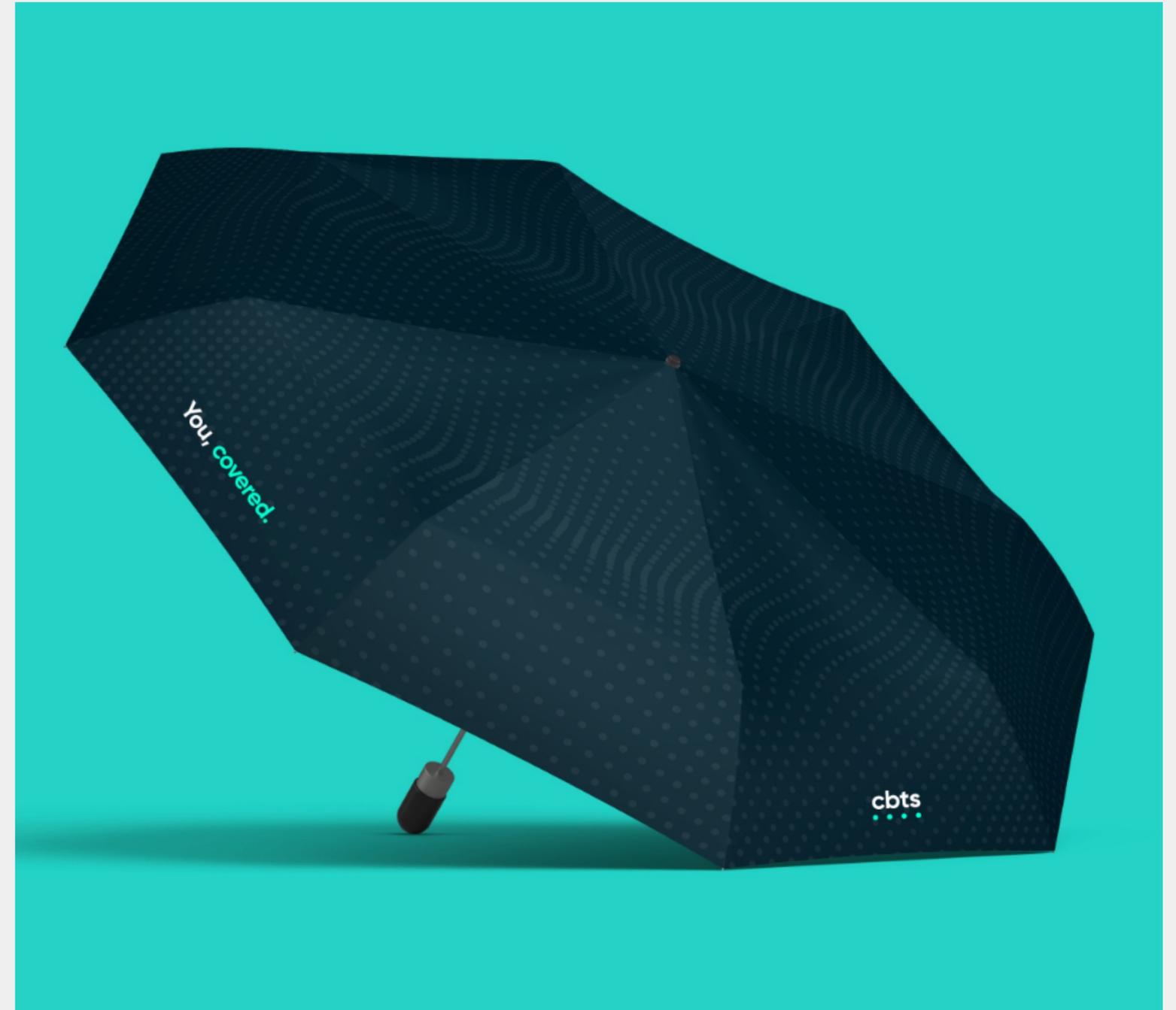


Your journey to the cloud, **covered.**









RESULTS

IT LOOKS AMAZING!!! EVERYONE WE SHOW THIS WORK TO IS SO IMPRESSED. IT WILL TRULY BE A DIFFERENTIATOR FOR US IN THE MARKET.

Eric Miller, VP of Marketing

125%

Lift in site traffic

236%

Increase in mobile users

130%

Upsurge in site views

